CLAIMS

1.   A media distribution apparatus, comprising:

a storing section that stores a plural kinds of media

5   data;

a media distribution setting section that

associates and sets a transmission environment and a

control information and a distribution precedence for

each of said plural kind of media data; and

10   a distributing section that sets a control

information and a distribution precedence for each of

various kinds of media data read from said storing section,

based on a transmission environment and a distribution

precedence and a control information for each of various

15   kinds of media data set at said media distribution setting

section, and that distributes to a media receiving

apparatus via a network of said transmission environment.

2.   The media distribution apparatus according to claim

20   1, wherein said media distribution setting section sets

a high distribution precedence in the order of media data

having a small transmission bandwidth as said

transmission environment.

25   3.   The media distribution apparatus according to claim

1, wherein said control information is a program control

information for controlling an output form of a program

which consists of a combination of said plural kinds of media data at said media receiving apparatus;

wherein said media distribution setting section sets said distribution precedence to said program control information, depending on the media data classification included in said program;

wherein the distribution section sets a program control information for each of various kinds of media data read from said storing section, based on a transmission environment and a program control information for each of various kinds of media data set at said media distribution setting section, and distributes to said media receiving apparatus via a network of said transmission environment.

4.   The media distribution apparatus according to claim 3, wherein said distribution section sets a program control information for each of various kinds of media data read from said storing section, based on a transmission environment and a program control information for each of various kinds of media data set at said media distribution setting section, and distributes to said media receiving apparatus using a plurality of bearer channels.

5.   The media distribution apparatus according to claim 3, wherein said media distribution setting section sets

a high distribution precedence to a program control information relating to a program having a fewer media data classification of which is required by said program.

5   6.   The media distribution apparatus according to claim 3, wherein said media distribution setting section sets a high distribution precedence to a program control information relating to a program that only includes static media data such as still image and text, set higher

10   than to a program control information relating to a program including continuous media such as audio and video, in regard to the media data classification of which is required by said program.

15   7.   The media distribution apparatus according to claim 3, wherein said media distribution setting section sets said distribution precedence to said media data and said program control information, and the distribution precedence to be set to the program control information

20   is set same as or lower than the distribution precedence of all media data included in the program.

8.   The media distribution apparatus according to claim 3, wherein said program control information is a layout

25   information for the purpose of positioning a plurality of media data included in said program on a display apparatus of said media receiving apparatus.

9.   The media distribution apparatus according to claim 3, wherein said program control information is a bit rate information and a coding method of media data included in said program.

10.   The media distribution apparatus according to claim 3, wherein said program control information includes a port number for distributing said program.

11.   The media distribution apparatus according to claim 3, wherein said media distribution setting section sets said distribution precedence to a TOS (Type Of Service) field of an IP packet;

        wherein said distribution section constitutes an IP packet by attaching a TOS field for each of various kinds of media data read from said storing section, based on a transmission environment and the program control information for each of various kinds of media data set at said media distribution setting section, and distributes to said media receiving apparatus via a network of said transmission environment using IP protocol.

12.   A media receiving apparatus, comprising:
        a receiving section that receives a distribution data distributed from a media distribution apparatus by

wireless communication, and that demodulates a plurality of control information and a plurality of media data included in the distribution data;

a packet receiving section that receives a plurality of media data and a plurality of control information demodulated by said receiving section for each of wireless bearer channels as packets;

a distribution data integrating section that integrates said distribution data and selecting a media data, based on a distribution precedence set to a plurality of control information and a plurality of media data included in a plurality of packets received at said packet receiving section; and

a media data displaying and replaying section that displays and replays by decoding the distribution data integrated by said distribution data integrating section.

13. A media distribution method comprising the steps of:

a media distribution setting step that associates and sets a transmission environment, and a distribution precedence, and a control information for each of plural kinds of media data; and

a distribution step that sets a distribution precedence and a control information for each of various kinds of media data read from a storing section storing said plural kinds of media data, based on a transmission

environment, and a distribution precedence, and a control information for each of said various kinds of media data set, and that distributes to a media receiving apparatus via a network of said transmission environment.

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14. A media receiving method comprising the steps of:

a receiving step that receives a distribution data distributed from a media distribution apparatus by wireless communication, and that demodulates a plurality

10 of control information and a plurality of media data included in the distribution data;

a packet receiving step that receives said plurality of control information and said plurality of media data demodulated for each of wireless bearer channels as

15 packets;

a distribution data integrating step that integrates said distribution data by selecting a media data, based on a distribution precedence set to a plurality of control information and a plurality of media data

20 included in said plurality of packets received; and

a media data displaying and replaying step that displays and replays by decoding said distribution data integrated.